

What I Found At

The Washington Times

Under the ownership of Mr. Brisbane, the Washington TIMES immediately applied for, and was accepted into, membership of the Audit Bureau of Circulations. The Audit Bureau of Circulations is that great national body of advertisers and advertisers' agents banded together to ascertain the truth about newspaper circulations. And the mark "A. B. C." on a circulation statement is accepted from Maine to California with the same assurance as the word "sterling" on silverware.

The Washington TIMES was about to consolidate, and has now consolidated, its two afternoon editions into a single edition, thus eliminating for all time the question of duplicating circulation.

Revolutionary changes, like the consolidation of two newspaper editions into a single edition, usually bring about a certain amount of chaos and a decidedly decreased circulation output. The circulation of the Washington TIMES is founded upon something more than a superficial reading. THE WASHINGTON TIMES CONCLUSIVELY PROVED THIS FACT by netting over fifty thousand (50,000) the day after the consolidation of its two afternoon editions into a single edition.

The Washington TIMES is already coming into an amount of advertising in proportion to the volume and caliber of its circulation. The month of September, 1917, recorded a gain of 121,712 lines of advertising, as compared with the month of September one year ago. And the month of October, to date, shows a continuation of this unprecedented rate of gain in local evening newspaper advertising in The Washington TIMES.

In the matter of service to the advertiser, The Washington TIMES already possessed the nucleus of what is destined to become the greatest advertising service department of any newspaper, and we have a very fair knowledge of the most progressive moves made by the country's leading newspapers along lines of greater service to advertisers. Copy men and commercial artists of proved ability, working with the aid of the leading national cut and copy services, are being welded into one great force for the betterment of business through the channel of newspaper advertising. The services of this department already extend beyond the mere preparation of advertising copy, and are being utilized to advantage by local merchants within the four walls of their stores.

On the street and in the home there is a continuous discussion going on about The Washington TIMES that could only be brought about by a widely circulated, thoroughly read newspaper. And there is an interest in this paper that extends beyond the mere satisfaction of reading it, a great public belief that there has come to Washington a force for good in the community to be reckoned with at all times.

E. B. Rogers

Business Manager